



Red Hat

# PARTNER PROGRAM GUIDE

Solution Provider  
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## RED HAT PARTNER PROGRAM

Welcome to the Red Hat Partner Program for Solution Providers. As market demand for open source solutions continues to increase, Red Hat looks forward to partnering with you to provide superior solutions to your customers.

This Partner Program is the foundation of the relationship between you, the marketplace experts, and Red Hat, the world's leading open source company. Red Hat views our Partners as playing an integral role in our go-to-market strategy and overall success. Our goal is to offer a Partner Program designed to help our Partners to develop a successful open source business.

Red Hat Partner Program Guide for the Red Hat Solution Providers is your complete resource to partnering with Red Hat. In this guide, you will find the following:

- Overview of the Red Hat Partner Program
- Description of Partner Program benefits for each track and membership level
- Description of partnering requirements for each track and membership level
- Information regarding the application and enrollment processes

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## PROGRAM OVERVIEW

The Red Hat Partner Program is a multi-tiered partner model designed to offer you the resources that will help to grow your open source practices or developments. As you begin your relationship with Red Hat, you will have access to a variety of benefits available to assist you in developing your expertise of open source solutions and sales skills related to Red Hat products. As your commitment to Red Hat grows to meet increasing customer demand, the benefits you receive from Red Hat will also expand.

The Red Hat Partner Program provides you with the tools that help you to define how you would like to partner with Red Hat. Need product information or marketing collateral? It's available. Need sales or technical training? Learn how to access it. Focus on operating systems? Understand the latest Red Hat Enterprise Linux offerings. Prefer to offer Middleware solutions? Get up to speed on Middleware product portfolio. You want to learn more about Cloud? Tell us how you would like to partner with Red Hat and how you would like to build your open source practice. We will provide you with the resources that can help you grow.

Upon successful application and admittance to the Red Hat Partner Program for Solution Providers, you will be a Red Hat Partner with access to an array of benefits via the [Red Hat Partner Connect for business partners](#).

As a Red Hat Partner you receive marketing, sales and training benefits designed to assist you with the promotion and sales of the entire Red Hat's product portfolio.

When you meet additional qualification requirements defined for your geographic region, you can apply to ascend to higher membership levels in Solution Provider Track. Upon approval by Red Hat of a membership upgrade, your continued commitment to open source solutions will be rewarded through access to additional benefits.

Red Hat is offering several different Program Tracks for Partners. Those tracks were established to fit into partners business models. During the application, you can easily choose which track suits your business model best. You will find the track description in the partner program structure section on the following pages.

# PARTNER PROGRAM STRUCTURE

## SOLUTION PROVIDER TRACK

The Red Hat Partner Program offers multiple Program Tracks – Solution Provider, Corporate Reseller, Independent Software Vendor (ISV) and Certified Cloud Service Provider (CCSP). Additional tracks may be added to the Partner Program in future phases. This very document is the Partner Program Guide for the Solution Provider Track.

### **Solution Provider Track**

This track is meant for all partners who either resell or influence sales of Red Hat solutions. Value Added Resellers, channel partners, consultants and system integrator who help take Red Hat solutions to market and provide business and technology services to customers. Solution Providers market and sell their services and expertise along with infrastructure, middleware and cloud solutions from Red Hat. Hence access to higher levels of membership in the Solution Provider program track is dependent on the partner's service and development capabilities.

### **Corporate Reseller Track**

This track is designed for partners whose primary focus is on selling Red Hat products with high transaction volumes, with a business model that focuses mostly on reselling and rarely on providing technical or consulting services. There are higher program tiers available for Corporate Reseller Partners if certain requirements are met as set forth in this document.

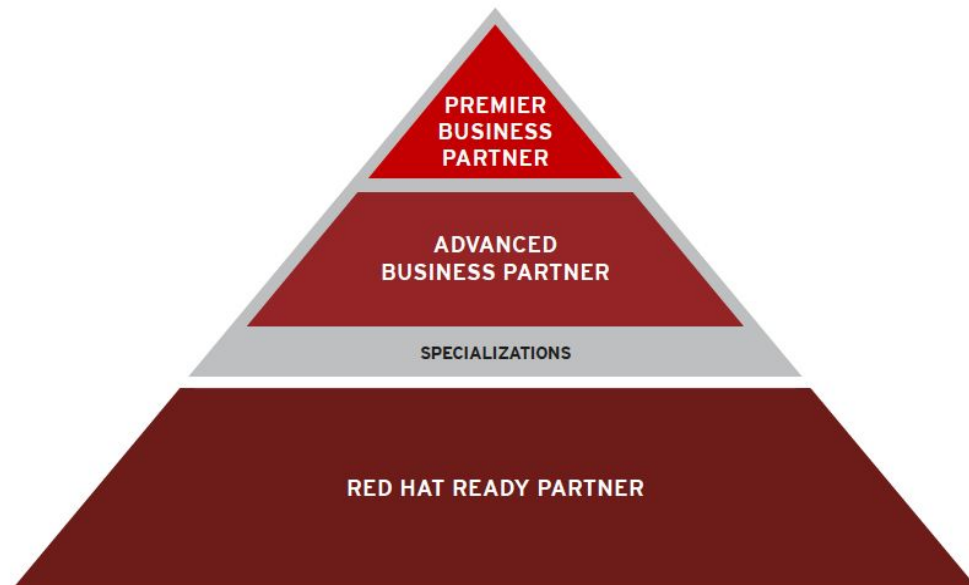
### **Independent Software Vendor Track (ISV)**

Independent Software Vendors who own, develop, distribute and support commercially available applications that support or integrate with Red Hat technology.

## MEMBERSHIP LEVELS

The Red Hat Partner Program consists of three membership levels with specific benefits and tools corresponding to each level. The table below outlines the characteristics for each membership level.

Partner Level	Red Hat Solution Provider
Premier Level	The Premier level is for partners that have a strategic relationship with Red Hat, and that provide the highest contribution to Red Hat and the Red Hat partner ecosystem. Premier Business Partners have the highest level of visibility at Red Hat and in the marketplace.
Advanced Level	Partners who have reached the Advanced membership level have consistently met sales targets and expectations as defined in this program guide. The Advanced business Partner has access to advanced sales benefits such as Opportunity Reward Program and higher NAT tiers, along with other benefits.
Ready Level	The Ready level membership enables you to grow your open source practice while building Red Hat Enterprise Linux, Red Hat Middleware and Red Hat Cloud competency. At this membership level, Ready Business Partners have access to a variety of marketing collateral, tools and access to software.



## WHY JOIN

The software market is going open source. You know it. We know it. The industry knows it. The only questions are: 'How fast?' and 'Who will win?' As a Red Hat partner, the answers to both these questions are in your hands, as:

- The demand for open source solutions is already there.
- We have the products and the support tools to help you meet it.
- You have the customers, the skills and experience to succeed.

Above all, it's a partnership based on establishing commitment to active participation, competence in advising customers and contribution to revenue and reference generation.

## WHICH BENEFITS AND REQUIREMENTS APPLY?

This document contains the list of benefits and requirements for Solution Provider Track. Which track you have applied for has been determined by yourself at the time of your registration. While at the Ready partner level, there are no differences regarding the program benefits and requirements between one program track and the other, but there are significant differences at the Advanced membership level or higher. Please ensure that you are referring to the right section of benefits and requirements, based on your current or desirable membership track.

## PARTNER PROGRAM BENEFITS

The Red Hat Partner Program offers benefits designed to assist you in developing open source practices around Red Hats product portfolio. As a Ready Partner you will receive access to marketing and training resources tailored to assist you in building open source success stories. As an Advanced Partner, your increased dedication to Red Hat solutions will be supported through enhanced benefits. The table below summarizes the benefits available to Partners at each membership level. Each benefit is described in additional detail on the following pages.

### BENEFITS OVERVIEW

	Ready level	Advanced level	Premier level
Specialization available	No	Yes	Yes
<b>GENERAL PROGRAM BENEFITS</b>			
Red Hat Partner Connect access	Yes	Yes	Yes
Solution based marketing collateral and campaigns	Yes	Yes	Yes
Monthly partner e-newsletter	Yes	Yes	Yes
Success story highlights eligibility	No	Yes	Yes
Access to Solutions+ Program	No	Yes***	Yes *** (preferred)
<b>TRAINING BENEFITS</b>			
Sales and technical partner seminars	Yes	Yes	Yes
Web-based product training	Yes	Yes	Yes
Online Sales training	Yes	Yes	Yes
Technical training discount	via distribution	Yes (see page 12 for details)	Yes (see page 12 for details)
JBoss Master Class eligibility	No	Yes	Yes



SALES BENEFITS	Ready level	Advanced level	Premier level
Renewals annuity business	Yes	Yes	Yes
Access to Red Hat sales teams	No	Yes	Yes
Opportunity Reward Program	No	Yes (6%)	Yes (up to 12%)*
Lead distribution**	No	Yes	Yes (preferred)
Demand-generation campaign participation eligibility	No	Yes	Yes (preferred)
Market Development Funds (MDF)	No	No	Yes
Partner Manager	No	No	Yes
Special Bid Request	No	Yes	Yes
Access to Transactional Discounts	Yes	Yes	Yes
<b>MARKETING BENEFITS</b>			
Not for Resale subscriptions (NFR)	Yes	Yes	Yes
Campaign templates & guidelines	Yes	Yes	Yes
Partner program logo usage	Yes	Yes	Yes
Program logo with specialization mark	No	Yes	Yes
Partnership plaque	No	Yes	Yes
Partner program certificate	Yes	Yes	Yes
<b>TECHNICAL SUPPORT</b>			
Knowledge base access	Yes	Yes	Yes
Red Hat Professional Services Discount	No	Yes (6%)	Yes (10%)
JBoss Developer Support Professional	No	Yes	Yes
Access to a local Red Hat Solution architect ***	No	Yes	Yes
Technical pre-sales support (web-based)	No	Yes	Yes
Onsite Pre-sales Engagements	No	2	4

\* based on Opportunity Reward Program rules

\*\* based on lead distribution rules

\*\*\* based on participation rules

## BENEFIT DETAILS

Program benefits are designed to provide Partners with the resources to assist them in developing and maintaining a strong knowledge of Red Hat and the Red Hat product portfolio.

### **Welcome Information**

As a new member of the Red Hat Partner Program, you receive access to an online repository of Red Hat information as well as guidance on how to do business with Red Hat.

### **Red Hat Partner Connect access**

Membership in the Red Hat Partner Program entitles you access to the Red Hat Partner Connect for Business Partner, Red Hat's online content repository and partnership management tool. In the Red Hat Partner Connect, you will find an array of program, product, marketing, and sales resources designed for Red Hat's partner community. The Red Hat Partner Connect serves as your primary source of information regarding Red Hat, our product offerings and marketing campaigns. The Red Hat Partner Connect is also how you will administer your Partner relationship with Red Hat, including applying for and receiving Acceptance Notices for higher membership levels and specializations and facilitating other important communication with Red Hat.

### **Solution based marketing collateral and campaigns**

Partners can access the latest information about all Red Hat products, services, and campaigns. Access this material to train your sales teams and to present solutions to your customers.

### **Partner e-newsletters**

Learn the latest news from Red Hat through Red Hat's monthly partner-focused communications. Receive key information about new products, upcoming campaigns, Red Hat resources, success stories and more.

### **Partner directory listing and search**

Gain exposure through visibility in redhat.com's partner search function. Potential customers looking to engage Red Hat Partners may search based on geography or other factors, e.g. specializations or skills.

### **Success story highlights eligibility**

Share your Red Hat success stories with Red Hat. Submit success story proposals through Partner Connect to Red Hat for consideration. Proposals selected by Red Hat may be developed into formal success stories which may be promoted by Red Hat and the Partner through various publicity vehicles. At the same time, submitting Customer References through Partner Connect counts for the annual requirements for Advanced and Premier partners.

## Access to Solutions+ Program

The Solutions+ Program is a partner engagement and business development model designed to support our Advanced and Premier Solution Provider Partners who have a vested interest in addressing customers' pain points by leveraging solutions based on Red Hat's Emerging Technologies such as Red Hat Storage, Red Hat Middleware and the Red Hat Cloud Suite. The Solutions+ Program fosters closer collaboration, where our Partners may benefit from working with Red Hat industry experts to develop market-leading solutions, test new initiatives and ideas and define solutions and Go-To-Market strategies that will allow them to solve their customer's challenge(s) in a standard, repeatable framework, in a cost-effective manner.

## TRAINING BENEFITS

Training benefits provide you with multiple resources with which you can use to increase your overall knowledge of Red Hat and the Red Hat product portfolio. Whether product-, sales-, or technical-focused training, you can access the training necessary to help meet the needs of your growing open source business.

### Sales and technical Partner seminars

Attend Red Hat sales seminars designed for Partners covering topics such as sales know how, best practices and product sales training. Advanced and Premier Business Partners may also request on-site sales force training seminars from Red Hat, which may be granted at Red Hat's discretion.

### Web-based product training

Learn about Red Hat products and campaigns through Red Hat-hosted webinars.

### Online sales training

Access detailed Red Hat product training catalogue through the Red Hat Partner Connect. This series of computer-based training modules develops an understanding of the Red Hat product portfolio, the competitive positioning of Red Hat products, and how to overcome objections in the sales cycle.

### Technical training discounts

Improve your technical knowledge through discounts off the MSRP price on Red Hat technical training courses.

For more details visit: <https://www.redhat.com/en/services/training/ways-to-train>

### Technical training discount level:

	Advanced level	Premier level
Open enrollment	25%	30%
Virtual Training (VT)	25%	30%
ROLE trainings	25%	30%
Red Hat Learning Subscription (RHLS)	25%	30%

## SALES BENEFITS

Sales benefits are sales-enablement and revenue-generating features to assist you in developing a successful, continuing open source business with Red Hat.

### Renewals annuity business

Red Hat products are sold on a subscription basis. As a Partner, every subscription you sell is eligible for subscription renewal revenue upon expiration. This provides you with an excellent opportunity to engage deeper with customers on a periodic basis.

### Access to Red Hat sales teams

Advanced and Premier Partners are eligible to network with Red Hat sales teams to coordinate efforts to close sales opportunities more effectively. For more information, contact your Red Hat Partner Manager or Red Hat Partner Engagement Team.

### Opportunity Reward Program

Red Hat's Opportunity Reward Program is designed to provide approved Advanced and Premier Solution Provider Partners with the ability to accrue additional benefits when a Partner identifies "NEW" Red Hat business opportunities and engages in value added pre-sales activity in support of the growth of Red Hat business. Partners who apply to the program will be reviewed by Partner Sales Management to ensure that the partner has met criteria. For more information see the Opportunity Reward Program Guidelines on Red Hat Partner Connect.

### Lead Distribution

Red Hat Advanced and Premier Solution Provider Partners will be eligible to participate in lead distribution processes if they comply with the lead distribution rules defined by Red Hat. For more information, contact your Red Hat Channel Account Manager or the Partner Helpdesk.

### Demand-generation campaigns

Red Hat Advanced and Premier Partners are eligible to participate in Red Hat-developed demand-generation campaigns. For more information, contact your Red Hat Partner Manager or Red Hat Partner Engagement Team.

### **Market development funds (MDF)**

As part of the annual business planning, Premier Partners can request market development funds for activities designed to drive brand awareness, lead generation, and sales opportunities of Red Hat products. These activities must be aligned to Red Hat's goals per market, geography and industry. For more information, contact your Red Hat Partner Manager or Red Hat Partner Engagement Team.

### **Partner Manager**

Red Hat Premier Solution Provider Partners have access to a Red Hat Partner Manager who acts as a point of contact with Red Hat, conducts business planning with the Partner, and assists the Partner to make the most of the partner program benefits and of the partnership.

### **Special bid request**

Red Hat Premier and Advanced Business Partners may benefit from a “sell with” approach on large enterprise prospects and Red Hat enterprise accounts. Premier and Advanced Partners are, therefore, eligible to request special bid pricing from Red Hat via their Red Hat partner managers to help close large sales opportunities.

### **Access to Transactional Discounts**

Red Hat is offering its customers transactional volume discounts. Advanced Business Partner and Premier Business Partner can benefit from higher tiers via our distributors whilst Ready Partners and Unaffiliated are able to benefit from the entry level tiers. This makes it easy for our Advanced and Premier Partners to offer interesting pricing to your accounts. To learn more about this offering we kindly refer to get in contact with your preferred authorized Red Hat distributor.

**Please note:** Transactional discount is applicable to deals with end customers in territories only where partners obtained Advanced or Premier level.

## MARKETING BENEFITS

You will be able to receive access to customizable product and marketing collateral and templates designed to enable you to develop presentations and campaigns focused on Red Hat solutions.

### **Not for Resale subscriptions (NFR's)**

As a Solution Provider you are granted access to not-for-resale demonstration subscriptions to Red Hat products for the purpose of sales, marketing, sales enablement training of your personnel and demonstration of the functions and features of the Red Hat products to End Users and prospective End Users at no cost. Not-for-resale demonstration subscriptions provided to you as a benefit of the Red Hat Partner Program are not for use in either internal or external production environments or for resale to any other party.

### **Campaign templates and guidelines**

Red Hat provides you with the latest marketing campaign materials and guidelines via Red Hat Partner Connect.

### **Partner Program logo usage | Partner Program Logo with specialization mark**

Partners may use the Red Hat Solution Provider logo of their corresponding level of membership to market their Red Hat relationship in compliance with Red Hat policies. Logos are available via Red Hat Partner Connect or from Red Hat EMEA Partner Engagement Team. Furthermore, Red Hat Premier and Advanced Business Partners will be provided with a logo outlining their specialization on the logo itself. Next to the specialization Red Hat may provide individual skill visuals for a more detailed level of expertise towards the end customer.

### **Partner Program Certificate**

Solution Provider Partners may use the Red Hat Advanced or Premier Partner Solution Provider certificate to market their open source expertise and Red Hat relationship. Certificates are available by contacting Red Hat EMEA Partner Engagement Team.

### **Partnership Plaque**

Advanced and Premier Solution Providers may receive a physical plaque to display their partnership and program membership level with Red Hat.

## TECHNICAL BENEFITS

Support benefits provide you with some additional technical resources that may help you to more effectively market and sell Red Hat solutions in the marketplace.

### **Knowledge base access**

You will have access to the Red Hat knowledge base through the Red Hat Partner Connect to research answers to technical product questions.

### **Red Hat Middleware Partner Developer Professional**

Red Hat Middleware Partner Developer Subscription is designed for developers at Red Hat Solution Provider Partners who are deploying application(s) on the Red Hat Middleware Enterprise family products and/or Red Hat Enterprise Linux. Developer Subscription includes developer support for Red Hat Middleware Enterprise Products and Red Hat Enterprise Linux. Red Hat Middleware Partner Developer Subscription offers one named contact with a forty-eight hours service level agreement (SLA) during standard business hours and unlimited incidents, and includes 100 development entitlements. The software entitlements included are for development purposes only.

**Middleware Solutions Specialization only**

### **Technical pre-sales support (web-based)**

Advanced and Premier Partners will be able to access Red Hat Global Support Services for pre-sales technical support assistance via web-based support with 48 hour SLA.

## Red Hat Onsite Pre-Sales Engagement

### Eligibility:

- Advanced Business Partners: 2 Engagements (annual),
- Premier Business Partner: 4 Engagements (annual)

As an Advanced or Premier Solution Provider Partner, you will have access to Red Hat EMEA's technical pre-sales team on a defined number of occasions. The support of the Red Hat technical pre-sales team will have to be requested via the Red Hat EMEA Partner Engagement Team or your Partner Manager at least 20 days in advance. The scope of pre-sales support is especially valuable when it comes to expert know how, above and beyond more general technical pre-sales activities (such as an average product overview presentation). The goal of this program benefit therefore includes the following high profile pre-sales scenarios, with a maximum duration of 2 days per engagement:

- Support with Proof-of-Concepts
- Assessment and scoping system architectures workshops
- Supporting your sales and pre-sales team in customer engagements on NEW Red Hat products (GA less than 6 months ago).
- Business Workshop - A detailed workshop about a specific Red Hat Solution
- Technical Workshop - Technical information and "Hands On" about Red Hat products

Assistance from Red Hat Pre-sales can be requested for either Data Center Infrastructure, Middleware Solutions or Cloud Infrastructure engagements. If the partner requires longer term onsite assistance from Red Hat in the pre-sales phase, services are available at a cost from the Red Hat Global Professional Services.

### Regional Availability

Continental Europe, UK and Ireland, except Eastern European countries. In Middle East, Africa and Eastern Europe, in countries where Red Hat does not have a local presence, this program benefit will be made available on a reasonable effort.



## PARTNER PROGRAM REQUIREMENTS

### Overview

Outlined in the Partner Program Solution Provider Track Benefits section of this Program Guide are the resources that Red Hat will make available to you, our Partner.

Partners at the Ready membership level need only maintain accurate profiles and assent to and comply with the Red Hat Partner Agreement in exchange for a variety of tools and resources. Red Hat will make available enhanced resources to Partners who have achieved the Advanced or Premier membership level. The table below summarizes the requirements of each membership level. Each requirement is described in additional detail on the following pages.

## RED HAT PARTNER PROGRAM SPECIALIZATIONS

Specializations address these different partner types and business models and allow access to resources based on your interests. Included are sales and marketing collateral, training and certification offerings and technical resources. Specializations define your areas of expertise, they help position you as a trusted adviser to your customers, and help recognition in the marketplace.

### RED HAT PARTNER PROGRAM SPECIALIZATIONS ELIGIBILITY:

	Ready level	Advanced level	Premier level
Data Center Infrastructure	n/a	Yes	Yes
Middleware Solutions	n/a	Yes	Yes
Cloud Infrastructure	n/a	Yes	Yes

## **PARTNER SPECIALIZATIONS DEFINITIONS:**

### **Data Center Infrastructure**

The Data Center Infrastructure Specialist status is a specific designation for Partners with proven expertise on Red Hat Data Center Infrastructure Solutions. As a Red Hat Data Center Infrastructure Specialist, you may access specific tools designed to assist you in achieving your infrastructure-focused goals. Although all Red Hat Partners may sell the full portfolio of Red Hat's Infrastructure solutions, only qualified Data Center Infrastructure Specialists may identify themselves with a unique Red Hat Data Center Infrastructure Specialization logo.

### **Middleware Solutions**

The Middleware Solutions Specialist status is a specific designation for Partners with proven Red Hat Middleware solution expertise. As a Middleware Solution Provider, you may access Red Hat Middleware specific tools designed to assist you in achieving your Middleware-focused goals. Although all Red Hat Partners may sell Red Hat Middleware solutions, only qualified Red Hat Middleware Specialists may identify themselves with a specific Middleware Solutions Specialization logo.

### **Cloud Infrastructure**

Cloud Infrastructure Specialist status means we give you top priority when it comes to Cloud related in deploying Red Hat Cloud Solutions to your customers. You'll be able to differentiate your offering via the use of a unique Red Hat Cloud Infrastructure Specialist logo. And there will be lots of support from Red Hat to help you close deals – from marketing materials to support from local experts.

As a Red Hat Solution Provider, you are invited to apply for one or more specializations once you meet the qualification criteria. Upon approval of your specialization request by Red Hat, you will be notified and the Red Hat Partner Connect seamlessly customizes content and communications relevant to you.

## **HOW TO APPLY FOR A SPECIALIZATION AND MEMBERSHIP UPGRADE**

Every Solution Provider Partner interested in becoming an Advanced Partner must enroll to at least one specialization, by meeting the requirement for the desired specialization. In order to receive accreditation for a specialization, you must apply for the designation by submitting a partnership upgrade request through Red Hat Partner Connect. Additionally, the Partner must remit the applicable program fee. Qualified partners will receive the initial designation of:

Red Hat Advanced or Premier Solution Provider:

- Data Center Infrastructure Specialization
- Middleware Solutions Specialization
- Cloud Infrastructure Specialization

## SPECIALIZATIONS AND SALES CONVERSATIONS:

All specializations are sales conversation based. Specializations are exclusive to Advanced and Premier membership level and are free to choose, based on applicable rules.

Ready partners have to meet sales accreditation requirements and remain free to choose any of the available sales accreditations.

The table below shows all available sales conversations within a specialization.

<b>Data Center Infrastructure Specialization*</b>	<b>Middleware Solutions Specialization</b>	<b>Cloud Infrastructure Specialization**</b>
I.T. Optimization	Cloud-Native Application Development	Hybrid Cloud Infrastructure***
I.T. Automation + Management	Agile Integration	I.T. Automation + Management

\*Premier partners in Cloud Infrastructure, enrolling for Data Center Infrastructure specialization, have to provide a minimum of 2 additional individuals to complete I.T. Optimization sales conversation requirements.

\*\*Premier partners in Data Center Infrastructure, enrolling for Cloud Infrastructure specialization, have to provide a minimum of 2 additional individuals to complete Hybrid Cloud Infrastructure sales conversation requirements.

\*\*\*Hybrid Cloud Infrastructure is required for partners enrolling to Advanced level with Cloud Infrastructure specialization.

In order to obtain one sales conversation, a partner need to get trained a team of minimum two employees in six accreditations roles. Complimentary accreditations (trainings roles) are available on Red Hat Partner Connect for Business Partners under “Learn Tab”.

Applicable roles are:

- Sales Specialist
- Sales Engineer Specialist
- Delivery Specialist

The combinations and available roles will be explained on the following pages.

## THE ROLES

All role-required knowledge will be delivered via Red Hat OPEN (Online Partner Enablement Network) available for Red Hat Partners. Via Red Hat OPEN you have access to a robust library of role-based, online training courses at any time, from anywhere. The self-paced training courses and labs enable you to gain the expertise and skills needed to sell and deliver Red Hat solutions. In the following table the roles are highlighted and specify core capabilities an individual will obtain by successful completion per roles accreditation. Red Hat OPEN is available via Red Hat Partner Connect by entering the training section.

Each of the three roles cover a certain area of expertise. The table below will help you to identify what topics will be covered during training per role accreditation via Red Hat OPEN.

Red Hat Sales Specialist	Red Hat Sales Engineer	Red Hat Delivery Specialist
Value Pitch	Technical Sales	Product Installation
Qualification	Technical Qualification	Application Development
Competitive Positioning	Competitive Positioning	Proof Of Concept Delivery
Objection Handling	Objection Handling	Solution Architecture
Pricing	Pricing	
	How To Demo	
	Product Knowledge	

Red Hat Online Partner Enablement Network (OPEN) gives Red Hat partners the tools they need to build skills that can generate more product and services sales while enhancing customer satisfaction. This program has three main components:

- Red Hat OPEN training that results in accreditations
- Online technical library
- Red Hat Product Demo System

Red Hat OPEN catalog is available on [www.redhat.com/en/partners/course\\_catalog](http://www.redhat.com/en/partners/course_catalog)

## SALES CONVERSATION TRAINING REQUIREMENTS

In order to complete sales conversation requirements, some sales conversation will offer two options which is up to the partner to enroll to. However, once one option has been chosen, the sales conversation requirements have to be met and cannot be mixed between the available options. (e.g. Sales accreditation for sales conversation one, Sales Engineer accreditation for sales conversation two, etc.)

## READY MEMBERSHIP LEVEL

Ready membership level do not offer a specialization as such. But in order to be compliant with the program guidelines, Ready partners have to maintain at least one sales accreditation to meet program requirements. The table below will outline all qualifying role trainings:

Role	Sales Conversation
Sales	I.T. Optimization
	I.T. Automation + Management
	Cloud-Native Application Development
	Agile Integration
	Hybrid Cloud Infrastructure

## ADVANCED AND PREMIER MEMBERSHIP LEVEL

Advanced and Premier partners have to enroll in at least one of the specializations available within the Program for Solution Providers.

A specialization will be recognized as completed once the partner has obtained all three roles for one of the offered sales conversations within one specialization with a minimum of two individuals per role. As some specializations offer multiple options for a sales conversation, both of the minimum number of individuals have to follow the same curriculum. Premier partners, other than Advanced, have to complete two options of the chosen sales conversation from the desired specialization they want to enroll to. Furthermore, the second option does require two additional individuals.

## SOLUTION PROVIDER PROGRAM REQUIREMENTS DETAILS

Requirement	Ready level	Advanced level	Premier level
Completion of Red Hat Partner Program application	Yes	Yes	Yes
Acceptance Red Hat Partner Program Agreement	Yes	Yes	Yes
Partner delivered services attached to their business with Red Hat have to be equal or higher than 30% on top of their business with Red Hat	No	mandatory	mandatory
# of accredited individuals	1*	2**	4***
# of sales conversations per specialization	No	1	2
# of annual customer references	No	1	2
# of Red Hat Certified individuals	No	1	2
Mutually agreed business plan	No	recommended	Yes
Annual Minimum Revenue Target	No	No	Yes
Forecast	No	No	quarterly
Participation in Red Hat Marketing offerings	No	Yes	Yes
Annual Partnership Requalification	Yes	Yes	Yes
Annual Participation Fee	No	Yes	Yes

*\*Sales Accreditation or Sales Engineer Accreditation need to be achieved*

*\*\* within the same sales conversation in one specialization*

*\*\*\*with the second sales conversation option within same specialization*

## RED HAT CERTIFIED INDIVIDUALS

The number of Red Hat Certified Individuals is based on the chosen specialization and Partner level. Every specialization outlines a different expertise and serves different business needs of an end customer, the requirements are unique per specialization.

Specialization	Ready level	Advanced level	Premier level
Data Center Infrastructure	recommended RHCSA or higher	1 RHCE or higher	2 RHCE or higher
Middleware Solutions	recommended RHCSA or higher	1 RHCEAD or RHCSEASA	2 RHCEAD or RHCSEASA
Cloud Infrastructure	recommended RHCSA or higher	1 RHCE or higher	2 RHCE or higher

## ANNUAL PARTICIPATION FEE

The annual participation fee, also called partner program fee is fundamental element for Advanced or Premier Partner level requirements. The annual participation fee is specialization based and may differ from specialization to specialization. The currency is depending of partners territory. Please see the following table for more details.

Ready partners are exempt from participation fee.

	Data Center Infrastructure	Middleware Solutions	Cloud Infrastructure
Annual Participation Fee	980 €   *490 €	3,200 €	980 €   *490 €
	676 GBP   *338 GBP	2,400 GBP	676 GBP   *338 GBP
	1,225 USD   *612,5 USD	4,000 USD	1,225 USD   *612,5 USD

*\*490 €, 338 GBP or 612.5 USD only in discounted countries. Please find the list of discounted countries at the end of this guide.*

*Please note: For enrolling in multiple specializations only the highest fee applies.*

## SOLUTION PROVIDER PROGRAM REQUIREMENT DETAILS

In order to qualify for the Advanced Partner membership level, you will have to (I) meet the following minimum requirements, (II) submit an application to be promoted to Advanced or Premier status, (III) meet the objective criteria set forth in the application material and (IV) maintain your status as a Partner in good standing annually, including the compliance with said objective criteria. Partners failing to maintain good standing and/or objective criteria compliance as an Advanced or Premier Partner may automatically be downgraded and lose the benefits of the higher membership level.

### **Completion of Red Hat Partner Program Application**

As part of the Red Hat Partner Program enrollment process, you will be required to complete the Red Hat Partner Program application and company profile outlined online via Partner Connect at [partner.redhat.com/connect/business](https://partner.redhat.com/connect/business)

### **Acceptance of Red Hat Partner Program Agreement**

As part of the Red Hat Partner Program enrollment process, you will be required to assent to the terms of the Red Hat Partner Agreement, available online via the Partner Connect at [partner.redhat.com/connect/business](https://partner.redhat.com/connect/business). Partners must maintain compliance with the Partner Agreement throughout their partner relationship with Red Hat.

The following provides for an outline of the requested objective criteria:

### **# of sales conversations per Specialization**

Red Hat Partner Program offers multiple specializations for Advanced and Premier Partners. Every specialization is sales conversation based. Without meeting the sales conversation requirements a partner can not maintain current status or request to be upgraded to higher membership level.

Red Hat Ready Partners: To be considered as trained sales person, the individual must successfully complete one of the available sales trainings via Red Hat OPEN at [partner.redhat.com/connect/business](https://partner.redhat.com/connect/business).

### **Customer References**

To assist in raising the visibility of Advanced and Premier Partners and their open source expertise in the marketplace, Red Hat requests Advanced and Premier Partners to submit customer references through Partner Connect. After submission Red Hat will review and screen the customer reference if it will qualify for development into a customer success story available for public use by Red Hat and the Partner, assumed the approval from both the partner and the customer. Partners are to use the Red Hat Customer Reference Story Submission form and obtain end-customer approval of participation prior to submission. Please refer to the Partner Program Solution Provider Track Requirements table in this Program Guide for the specific annual requirement. Customer References have to be submitted in English language.



### **# of Red Hat Certified Individuals**

Red Hat Advanced and Premier Partners in the Data Center Infrastructure Specialization must maintain a minimum combined number of Red Hat Certified Engineers (RHCE) or Red Hat Certified Architects (RHCA) on staff as a means of developing their own internal open source expertise. Advanced and Premier Partners in the Middleware Solutions Specialization are required to complete Red Hat Certified Enterprise Application Developer (RHCEAD) or Red Hat Certified Specialist in Enterprise Application Server Administration (RHCSEASA). Please refer to the Partner Program Track Requirements table in this Program Guide for the specific annual requirement.

### **Business Plan | Revenue Target | Forecast**

Red Hat Premier Partners develop in coordination with Red Hat Partner Account Managers an annual strategic business plan focusing on how Red Hat solutions can help partners achieve their corporate goals. Additionally, Red Hat Premier Partners create quarterly forecasts in cooperation with Red Hat Partner Managers, to ensure committed revenue targets will be met. Templates are available via Partner Connect or through your Red Hat Partner Account Manager.

### **Participation in Red Hat Marketing Offerings**

Red Hat Advanced and Premier Partners are required to work in coordination with their Red Hat Partner Account Manager to identify appropriate Red Hat campaigns that align with both the Partner's and Red Hat's goals and develop action plans to launch and support the marketing offerings in their market space. For such offerings, Red Hat Advanced and Premier Partners are required to utilize Red Hat-approved messaging to support the campaign via Partner websites and submit proof of participation, such as collateral or campaign activity metrics, to their Red Hat Partner Account Manager.

### **Annual Partner Requalification**

Independent from your membership level your Red Hat Partnership is reviewed annually. Requalification consists a series of questions to check whether the information we hold about your company are still up to date and to re-accept the terms and conditions of your partnership with Red Hat. You will receive an eMail notification 60 days before the actual requalification date. In order to complete you will have to log on to the Red Hat Partner Connect and start the requalification process via the "REQUALIFY" button on the left-hand side of the main interface. Not requalifying will lead to the exclusion from the program which goes inherit with the loss of all Partner Program benefits available to you, based on your membership level.

### **Annual Participation Fee**

The annual participation fee (program fee) applies for Advanced and Premier Partners. The actual fee depends on the participation in a Specialization. See "Annual Participation Fee" table for details.

## TERRITORY

The territory for partners based in EMEA is defined as the country of the partner's primary address as submitted in the Company Profile. This Territory applies regardless of Partner's membership level for specializations.

## MEMBERSHIP PROCESS

### Application Process

To enroll in the Red Hat Partner Program, please visit the Partner Connect at [partner.redhat.com/connect/business](https://partner.redhat.com/connect/business) to access the application. Complete the application profile and agree to the Red Hat Partner agreement. If you prefer to sign a hard copy of the agreement, you may print out the agreement, sign it, and return it to Red Hat according to the instructions provided in the Partner Agreement. Note that partners in some countries are required to return a signed copy of the partner agreement. This is due to requirements in local legislation regarding the enforceability of online agreements. The countries for which a "wet signature" is required are specified in the partner agreement.

### Partnership Renewal

Red Hat Partner Program membership is for a 1 (one) year term. For Partners maintaining good standing within the Program, membership will automatically renew. Partners who have achieved the Advanced or Premier Partner membership level will renew their current membership level if they have met the respective annual requirements for that level. Advanced and Premier Partners who are not meeting the requirements for their level of membership upon the annual membership renewal may be assigned a lower level of membership.

### Partner Program Changes

Red Hat reserves the right to alter the Red Hat Partner Program, including all tracks, membership levels, and specializations, skills and roles at its sole discretion. Although Red Hat attempts to assure the accuracy of the information contained in this Program Guide, occasional corrections or updates may be required by Red Hat. Red Hat reserves the right to make such corrections or updates on an as-needed basis by posting such updates to the Partner Connect. Partners agree that they are responsible for compliance with the terms of the Red Hat Partner Program Guide and the Partner Agreement.

## RED HAT PARTNER ASSISTANCE

Contact the Red Hat Partner Engagement Team for questions regarding the Red Hat Partner Program, partner opportunities, or information on the Red Hat product portfolio.

EMEA Partner Engagement Team Email: [emea-partner-team@redhat.com](mailto:emea-partner-team@redhat.com)  
Telephone: 00800 7334 2888 English, German, Italian, Spanish, French, Russian, Arabic and Polish

### List of discounted Countries

Albania, Algeria, Afghanistan, Angola, Azerbaijan, Bahrain, Belarus, Benin, Bosnia and Herzegovina, Botswana, Bulgaria, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Côte d'Ivoire, Croatia, Cyprus, Czech Republic, Democratic Republic of Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Estonia, Eswatini, Ethiopia, Faroe Islands, Gabon, Gambia, Georgia, Ghana, Greece, Guinea, Guinea-Bissau, Hungary, Israel, Iraq, Jordan, Kenya, Kuwait, Latvia, Lebanon, Lesotho, Lithuania, Libya, North Macedonia, Madagascar, Malawi, Mali, Malta, Mauritius, Mauritania, Moldova, Montenegro, Morocco, Mozambique, Namibia, Niger, Nigeria, Oman, Poland, Qatar, Romania, Rwanda, Saudi Arabia, Sao Tome and Principe, Senegal, Seychelles, Serbia, Sierra Leone, Slovakia, Slovenia, South Africa, Tanzania, Somalia, United Republic of Togo, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, Yemen, Zambia, Zimbabwe, Russia

## APPENDIX - OPEN ACCREDITATION REQUIREMENTS:

### READY BUSINESS PARTNER\*

I.T.Optimization	Agile Integration	Hybrid Cloud Infrastructure	I.T.Automation + Management	Cloud-Native Application Development
<u>Red Hat Sales Specialist - I.T. Optimization</u>	<u>Red Hat Sales Specialist - Agile Integration</u>	<u>Red Hat Sales Specialist - Hybrid Cloud Infrastructure</u>	<u>Red Hat Sales Specialist - I.T.</u>	<u>Red Hat Sales Specialist - Cloud-Native</u>

\*Specializations for Ready Business are not available

ADVANCED BUSINESS PARTNER - *OPTION ONE*

Data Center Infrastructure	Middleware Solutions	Cloud Infrastructure
I.T.Optimization	Agile Integration	Hybrid Cloud Infrastructure
<u>Red Hat Sales Specialist - I.T. Optimization</u>	<u>Red Hat Sales Specialist - Agile Integration</u>	<u>Red Hat Sales Specialist - Hybrid Cloud Infrastructure</u>
<u>Red Hat Sales Engineer - Platform</u>	<u>Red Hat Sales Engineer - Container Platform</u>  <u>Red Hat Sales Engineer - Enterprise Messaging</u> OR <u>Red Hat Sales Engineer - Container Platform</u>  <u>Red Hat Sales Engineer - Enterprise Integration</u>	<u>Red Hat Sales Engineer - Cloud Infrastructure</u>  OR <u>Red Hat Sales Engineer - Container Platform</u>
<u>Red Hat Delivery Specialist - Platform</u>	<u>Red Hat Delivery Specialist - Container Platform Application Deployment</u>  <u>Red Hat Delivery Specialist - Enterprise Messaging</u> OR <u>Red Hat Delivery Specialist - Container Platform Application Deployment</u>  <u>Red Hat Delivery Specialist - Enterprise Integration</u>	<u>Red Hat Delivery Specialist - Cloud Infrastructure</u>  OR <u>Red Hat Delivery Specialist - Container Platform Administration</u>

ADVANCED BUSINESS PARTNER - *OPTION TWO*

Data Center Infrastructure	Middleware Solutions	Cloud Infrastructure
I.T.Automation + Management	Cloud-Native Application Development	Hybrid Cloud Infrastructure
<u>Red Hat Sales Specialist - I.T. Automation + Management</u>	<u>Red Hat Sales Specialist - Cloud-Native Application Development</u>	no other option available
<u>Red Hat Sales Engineer - I.T. Automation + Management</u>	<u>Red Hat Sales Engineer - Cloud-Native Development</u> <u>Red Hat Sales Engineer - Container Platform</u>	no other option available
<u>Red Hat Delivery Specialist - I.T. Automation + Management</u>	<u>Red Hat Delivery Specialist - Cloud-Native Development</u> <u>Red Hat Delivery Specialist - Container Platform Application Deployment</u>	no other option available

PREMIER BUSINESS PARTNER - *OPTION ONE*

Data Center Infrastructure	Middleware Solutions	Cloud Infrastructure
I.T.Optimization - mandatory	Agile Integration - mandatory	Hybrid Cloud Infrastructure - mandatory
<u>Red Hat Sales Specialist - I.T. Optimization</u>	<u>Red Hat Sales Specialist - Agile Integration</u>	<u>Red Hat Sales Specialist - Hybrid Cloud Infrastructure</u>
<u>Red Hat Sales Engineer - Platform</u>	<u>Red Hat Sales Engineer - Container Platform</u>  <u>Red Hat Sales Engineer - Enterprise Messaging</u> OR <u>Red Hat Sales Engineer - Container Platform</u>  <u>Red Hat Sales Engineer - Enterprise Integration</u>	<u>Red Hat Sales Engineer - Cloud Infrastructure</u> OR <u>Red Hat Sales Engineer - Container Platform</u>
<u>Red Hat Delivery Specialist - Platform</u>	<u>Red Hat Delivery Specialist - Container Platform Application Deployment</u>  <u>Red Hat Delivery Specialist - Enterprise Messaging</u> OR <u>Red Hat Delivery Specialist - Container Platform Application Deployment</u>  <u>Red Hat Delivery Specialist - Enterprise Integration</u>	<u>Red Hat Delivery Specialist - Cloud Infrastructure</u> OR <u>Red Hat Delivery Specialist - Container Platform Administration</u>

PREMIER BUSINESS PARTNER - *OPTION TWO*

Data Center Infrastructure	Middleware Solutions	Cloud Infrastructure
I.T.Automation + Management - mandatory	Cloud-Native Application Development - mandatory	I.T.Automation + Management - mandatory
<u>Red Hat Sales Specialist - I.T. Automation + Management</u>	<u>Red Hat Sales Specialist - Cloud-Native Application Development</u>	<u>Red Hat Sales Specialist - I.T. Automation + Management</u>
<u>Red Hat Sales Engineer - I.T. Automation + Management</u>	<u>Red Hat Sales Engineer - Cloud-Native Development</u> <u>Red Hat Sales Engineer - Container Platform</u>	<u>Red Hat Sales Engineer - I.T. Automation + Management</u>
<u>Red Hat Delivery Specialist - I.T. Automation + Management</u>	<u>Red Hat Delivery Specialist - Cloud-Native Development</u> <u>Red Hat Delivery Specialist - Container Platform Application Deployment</u>	<u>Red Hat Delivery Specialist - I.T. Automation + Management</u>